

SEVIER COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	20,599	20,694	20,818	0.6%	15
Total Non-Ag Employment	8,140	7,813	7,384	-5.5%	13
Non-Ag Avg Monthly Wage	\$2,411	\$2,446	\$2,501	2.2%	17
Per Capita Income	\$26,653	\$26,816	n/a	n/a	n/a
Unemployment Rate*	4.2%	7.6%	7.7%	1.3%	15
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$40,859,608	\$36,076,983	\$37,059,273	2.7%	17
Travel & Tourism Related Employment	8,087	695	697	0.3%	17
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$2,169,612	\$1,890,627	\$1,938,225	2.5%	17
Transient Room Tax	\$246,171	\$253,560	\$273,736	8.0%	16
Restaurant Tax	\$198,239	\$199,783	\$189,930	-4.9%	15
Car Rental Tax	\$18,735	\$15,487	\$16,311	5.3%	7
Retail Sales					
Gross Taxable Retail Sales	\$350,750,936	\$335,127,264	\$299,695,309	-10.6%	14
REGIONAL VISITATION COUNTS					
Capitol Reef N.P.	604,810	617,207	662,659	7.4%	
Palisade S.P.	290,682	313,501	141,458	-54.9%	
Yuba S.P.	180,059	194,947	225,213	15.5%	
Fremont Indian S.P.	74,919	82,486	78,055	-5.4%	
Otter Creek S.P.	83,042	72,722	57,786	-20.5%	
Millsite S.P.	32,383	34,266	34,782	1.5%	
Territorial Statehouse S.P.	53,493	20,562	8,817	-57.1%	
Piute S.P.	26,230	29,249	18,294	-37.5%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

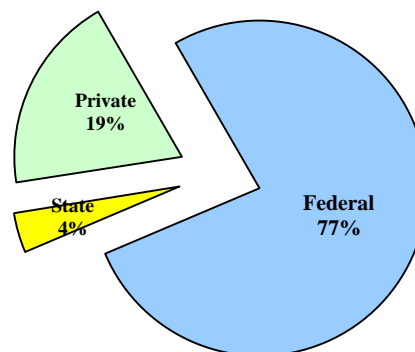
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	1,222,128	100.0%
Federal Government	940,678	77.0%
BLM	205,638	16.8%
US Forest Service	730,516	59.8%
National Park Service	4,524	0.4%
National Wildlife Service	--	--
Other •	--	--
State Government	46,975	3.8%
Utah State Parks & Recreation	1,143	0.1%
Utah State Wildlife Reserves	3,390	0.3%
State Trust Lands	42,442	3.5%
Other ••	--	--
American Indian	1,213	0.1%
Private*	233,630	19.1%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2010



Sevier County Tourism Profile

